

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM597214

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Smith Management Group, Inc.		09/01/2020	Corporation: KENTUCKY
RECEIVING PARTY DATA			
Name:	ALL4, LLC		
Street Address:	2393 Kimberton Road		
City:	Kimberton		
State/Country:	PENNSYLVANIA		
Postal Code:	19442		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	2827589	SMG	
Registration Number:	2584057	SMITH MANAGEMENT GROUP	
CORRESPONDENCE DATA			
Fax Number:	6173453299		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	6173453000		
Email:	trademarks@burnslev.com		
Correspondent Name:	Deborah J Peckham, Burns & Levinson LLP		
Address Line 1:	125 High Street		
Address Line 4:	Boston, MASSACHUSETTS 02110		
ATTORNEY DOCKET NUMBER:	53266.00001		
NAME OF SUBMITTER:	Deborah J Peckham		
SIGNATURE:	/Deborah J Peckham/		
DATE SIGNED:	09/11/2020		
Total Attachments: 4			
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TRADEMARK ASSIGNMENT

This Trademark Assignment (the "Trademark Assignment"), effective as of September 1, 2020 ("Effective Date"), is by and between Smith Management Group, Inc., a Kentucky corporation with offices at 1405 Mercer Road, Lexington, KY 40511 ("Assignor"), and ALL4, LLC, a Delaware limited liability company with offices at 2393 Kimberton Road, Kimberton, PA 19442 ("Assignee").

WHEREAS, Assignor owns all right title and interest in and to its trademarks, both registered and at common law, shown on the attached Schedule A (collectively, the "Marks"), together with the goodwill related thereto;

WHEREAS, consistent with the transfer from Assignor to Assignee of all goodwill and assets relating to the Marks owned by Assignor, Assignee desires to acquire, and Assignor desires to transfer, all of Assignor's right, title and interest in and to the Marks and the goodwill of the business in connection with which the aforesaid Marks have been used; and

WHEREAS, Assignor agrees to execute such additional instruments as may be necessary or desirable to confirm such transfer and assignment to Assignee.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby irrevocably assigns, transfers, delivers and sets over to Assignee, its successors, legal representatives and assigns, all of Assignor's right, title, and interest in and to the Marks, and the goodwill of the business connected with the use of and symbolized by the Marks, and all claims, if any, which may have arisen thereunder prior to the Effective Date.

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IN WITNESS WHEREOF, the undersigned have caused this Trademark Assignment to be executed by their respective duly authorized officers effective as of the Effective Date set forth above.

SMITH MANAGEMENT GROUP, INC.

ALL4, LLC

By:  _____

By: _____

Name: Clayton Whitney

Name: John Nies

Title: President

Title: President

IN WITNESS WHEREOF, the undersigned have caused this Trademark Assignment to be executed by their respective duly authorized officers effective as of the Effective Date set forth above.


SMITH MANAGEMENT GROUP, INC.

ALL4, LLC

By: _____

Name: Clayton Whitney

Title: President

By:  _____

Name: John Nies

Title: President

SCHEDULE A

Trademark	Filing Date	Reg. No.	Reg. Date	U.S. Classes	International Classes	Goods/Services
SMG	February 16, 2001	2827589	March 30, 2004	100, 101, 102	042, 035	Business and management consulting services
SMITH MANAGEMENT GROUP	February 6, 2001	2584057	June 18, 2002	100, 101, 102	042, 035	Business and management consulting services

All common law trademarks of Smith Management Group, Inc.

4821-7242-8488.2